

# ORDER



**Orders**

**Order / Rev:** 714414

Alt Order #: 06319910

Product Desc: US CHAMBER

Estimate: 1379

Flight Dates: 09/19/12 - 09/28/12

Original Date / Rev: 09/18/12 / 09/18/12

Order Type: Political

**WKYC**

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

**Agency**

**Name:** Mentzer Media Services/ POL

Buying Contact:

Billing Contact:

600 Fairmount Ave. Suite 306

Towson, MD 21286

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** US Chamber of Commerce

Demographic: A35+

Product Codes: IS-Issue/Non

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	43	\$117,500.00	\$99,875.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$117,500.00	\$99,875.00	0.00
<b>Totals</b>	<b>43</b>	<b>\$117,500.00</b>	<b>\$99,875.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	24%	\$117,500.00
Market	100%	\$489,583.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	25%	\$122,395.83
WJW	27%	\$132,187.50
WOIO	24%	\$117,500.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/21/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$2,500.00		0.00			
2	WKYC	09/19/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			3			\$800.00		0.00			
3	WKYC	09/19/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W-F--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WKYC	09/19/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W-F--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W-F--	2		\$1,400.00		0.00						
4	WKYC	09/19/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--W-F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W-F--	2		\$3,000.00		0.00						
5	WKYC	09/19/12	09/21/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W-F--	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W-F--	2		\$4,000.00		0.00						
6	WKYC	09/19/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--W-FS-	:30	3	\$3,500.00	P-2	0.00	NM	3	\$10,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W-FS-	3		\$3,500.00		0.00						
7	WKYC	09/21/12	09/21/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$8,000.00		0.00						
8	WKYC	09/22/12	09/22/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$800.00		0.00						
9	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$2,500.00		0.00						
10	WKYC	09/27/12	09/27/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$2,500.00		0.00						
11	WKYC	09/24/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$800.00		0.00						
12	WKYC	09/24/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$1,400.00		0.00						
13	WKYC	09/24/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$3,000.00	P-2	0.00	NM	5	\$15,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$3,000.00		0.00						
14	WKYC	09/24/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWTF--	:30	5	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$4,000.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WKYC	09/24/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWTF--	:30	5	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$4,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	NKYC	09/24/12-09/30/12		Nightly News	M-Su 6:28p-7p		MTWThF----	:30	<del>(\$4,000.00)</del>	0.00	NM				
See MG 14.6															
6	NKYC	09/27/12-09/27/12		M-F 7-730p	7-730p		---Th-----	:30	\$4,000.00	0.00	NM				
Ⓜ MG for 14.4 09/27															
15	WKYC	09/24/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$3,500.00	P-2	0.00	NM	5	\$17,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$3,500.00		0.00						
N16	WKYC	09/28/12	09/28/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$8,000.00		0.00						
													Totals	43	\$117,500.00